

## IMPLEMENTATION OF INTEGRATED MARKETING COMMUNICATION YASIKA 25

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### Abstract:

Yasika 25 Social Foundation carries out social marketing communication through social service activities as part of their marketing plan to build better relationships with the community, strengthen brand loyalty, increase consumer trust, and expand market reach. This research describes how Yasika 25 Social Foundation uses social marketing communication and what tools are used in its implementation. The research method used is qualitative descriptive by conducting interviews with three individuals involved in Yasika 25 marketing activities. The research results show that Yasika 25 uses social marketing tools such as social media, websites, brochures, and social service activities. Social media is the primary tool for marketing communication to target audiences, such as Instagram and Facebook. The Yasika 25 website is an information medium about social activities and campaigns. In addition, Yasika 25 also uses brochures as a conventional marketing tool to reach communities not connected to social media or their website. During social service activities, Yasika 25 uses marketing tools such as banners, flags, and merchandise as branding efforts and to increase community awareness of their social foundation. The results of this research show that Yasika 25 has been successful in carrying out social marketing communication by using practical marketing tools.

**Keywords:** Social Foundation, Social Marketing Communication, Qualitative Descriptive, Marketing Tools, Yasika 25



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## INTRODUCTION

According to The Journal of Nonprofit Management, a nonprofit organization is an entity or group established for social, humanitarian, environmental, or other purposes that are not commercial and do not seek financial gain (Hwang, 2017). Nonprofit organizations have several characteristics, such as social goals, not being owned by individuals or small groups, transparency in resource use, and open policies to the public. These nonprofit organizations can include religious, public schools, public charities, public hospitals and clinics, political organizations, public assistance regarding legislation, volunteer organizations, and labor unions. Hwang (2017) states that nonprofit organizations' main goal is to contribute to society as a whole positively. Nonprofit organizations have an essential role in social and economic development in developing countries. Nonprofit organizations serve as a complement to the government in providing social services and helping people in need. According to a study by Anheier and Salamon (2007), nonprofit organizations can also help create jobs and improve people's welfare. In addition, nonprofit organizations can also be a source of innovation and creative thinking in dealing with complex social problems (Hwang, 2017). Therefore, the role of nonprofit organizations is crucial in strengthening social and economic life in developing countries.

Foundations as a type of nonprofit organization are increasingly developing in Indonesia, in line with the definition of Law No. 16 of 2001, which describes foundations as legal entities whose assets are separated to achieve social, religious, and humanitarian goals (Satriawan, 2018). In addition, foundations are expected to help overcome various social problems, religion, and humanity in the community. To carry out their activities, foundations require funding from the community, donors, and the government (Koesrindartoto, 2017). In practice, foundations are essential in helping the community and the surrounding environment through the programs offered (Koesrindartoto, 2017). With the increasing number of foundations established and developing in Indonesia, it is expected to bring positive changes to the community and the surrounding environment. The foundation law has a basic principle, namely the principle of nonprofit or nonprofit oriented, where the foundation is not expected to seek financial gain from its activities. This principle refers to a condition where the foundation does not seek meaningful financial gains from its capital (Rifa'i, 2020). Instead, the foundation uses its capital for activities that benefit society without expecting personal gain (Ningsih & Yulianto, 2019).

Referring to Law Number 28 of 2004 concerning Foundations, the establishment of a foundation is not intended to seek profit, as explained in Article 1, paragraph 1 regarding the definition of a foundation that the purpose of the foundation lies in social, religious, and humanitarian aspects (Afandi, 2020). Foundations have been recognized as legal entities in Indonesia since the Dutch colonial era. The term foundation in Dutch is known by various references such as "Stichting," "Stichngen," "Gesticnen," and "Armenenrichtingen." Several regulations, such as Article 365, Article 899, Article 900, Article 1680, Article 1852, Article 1854 of the Civil Code, Article 6 paragraph (3) and Article 236 Rv, as well as Article 2 paragraph (7) of the Bankruptcy Law (Faillissementsverordening) regulate foundations in Indonesia and provide a legal basis for foundations to operate in Indonesia and protect the rights of foundations in the event of bankruptcy (Wibowo, 2019; Djafar, 2019).

The study "Factors Affecting the Sustainability of Nonprofit Organizations in Indonesia" by Wijayanti et al. (2022) found that factors that affect the sustainability of nonprofit organizations in Indonesia include financial support, human resources, leadership, and innovation. This study used a survey method by taking a sample of 73 foundations in Indonesia. The results showed that the factors of financial support and human resources have a significant influence on the sustainability of nonprofit organizations in Indonesia. In addition, good leadership and innovation also have an essential contribution to the sustainability of nonprofit organizations in Indonesia. This study concludes that nonprofit organizations in Indonesia must pay attention to these factors to maintain operational sustainability.

In the study "Determinants of Donation Intention to Nonprofit Organizations in Bali Province, Indonesia" conducted by Dana et al. (2021), an analysis was conducted on the factors that influence the desire of individuals to donate to nonprofit organizations in Bali Province, Indonesia. This study shows that knowledge, attitudes, perceptions of organizational credibility, trust, and religiosity positively influence individual intentions to donate to the foundation. In addition, the results of this study also show that the level of education and age of respondents positively influence the intention to donate to the foundation. However, gender, income, and donation experience do not significantly influence the intention to donate. This research provides essential information for foundations in designing effective and efficient fundraising strategies in the Bali region. This research also shows that people's perceptions of the foundation's credibility and accountability influence the intention to donate.

Yayasan Sosial Alumni SMP 25 Surabaya, better known as Yasika 25, is a nonprofit organization that aims to provide social assistance to needy people. Yayasan Sosial Alumni SMP 25

Surabaya is one of the foundations in social services at Jl. Simo Mulyo No. 25, Simomulyo, Sukomanunggal District, Surabaya City, East Java. Yasika 25 consists of alums of SMP 25 Surabaya, who are moved to contribute to the surrounding environment positively. As a nonprofit organization, Yasika 25 does not aim to make a profit but to improve the quality of life of people who need help. Therefore, Yasika 25 requires financial support from various parties to continue carrying out its activities. Funds collected from donors and sponsors will be used to finance Yasika 25's social programs, such as food distribution, education assistance, free medical treatment, and other activities that can benefit the community. As people who care about the surrounding environment, we can support Yasika 25's activities by becoming donors, sponsors, or even volunteers who participate in activities organized by Yasika 25. Thus, we can participate in improving the quality of life of people who need help.

According to Kotler and Roberto (2021), eight social marketing communication tools can be used: Advertising, Sales Promotion, Events and Experiences, Public Relations and Publicity, Direct Marketing, Personal Selling, Interactive Marketing, and Mouth Marketing. In raising funds, Yasika 25 uses social marketing communication to promote its goals and social activities. According to Kotler and Roberto (2021), social marketing communication is designing, implementing, and monitoring programs that promote social causes and activities. To increase social message acceptance as well as behavior in the target group. Yasika 25 has conducted several activities in social marketing efforts, including publicizing its program through various online media to increase public awareness of the program, selling direct products to raise funds, and communicating personally with potential donors to build long-term empathy and trust relationships. When applying the concept of social marketing, Yasika 25 needs to pay attention to factors that can influence people's behavior to participate in social activities, such as psychological, social, economic, and environmental factors. An effective social marketing strategy must be based on a deep understanding of the target group and its environment (Business & Bureaucracy: Journal of Administrative and Organizational Sciences, 2019). Applying social marketing concepts can increase message acceptance and community participation in social activities carried out by Yasika 25 so that the goal of helping people in need can be achieved more effectively.

The social activities carried out by Yasika 25 are to strengthen positive values in helping others and providing significant benefits to people in need in Indonesia; according to a social journal published by Sari and Sari (2019), social activities carried out by organizations such as Yasika 25 aim to assist people in need, especially in times of natural disasters or difficult economic conditions. The article also explains that social activities can help improve community welfare and raise awareness and concern for others. According to Tang and Zhang (2020), social activities carried out by nonprofit organizations can help increase public trust in the organization. It is because social activities show the organization's seriousness in positively contributing to society. In addition, social activities can also help improve the organization's image and increase public loyalty to nonprofit organizations (Bansal & Roth, 2000). Therefore, social activities carried out by Yasika 25 not only provide benefits to people in need but can also help the organization strengthen its position in society and increase support from the public.

Through social activities by Yasika 25, this organization seeks to support disaster victims, help people in need, and increase social awareness and care for others in Indonesia. According to research conducted by Nurjannah and Supriadi (2019), social activities can build an attitude of caring and empathy in participants, encouraging them to participate in social activities and support others more actively. According to research by Furrer and Wirth (2019), social activities can also provide psychological benefits for participants, such as increased happiness and life satisfaction. In addition, social activities can also help in shaping social identity and increasing individual self-confidence.



Therefore, the social activities carried out by Yasika 25 not only provide benefits for people in need but also for the participants.

## METHODS

The method used in this research is descriptive qualitative. According to Creswell (2014), descriptive qualitative is a research procedure that produces descriptive data in the form of written or spoken words of people and observable behavior. The qualitative descriptive approach emphasizes holistic understanding, where individual background and social context are critical in data analysis. In this research, descriptive qualitative is used to collect and analyze data regarding social marketing communication conducted by Yasika 25. Describe and explain the results of the research descriptively in order to provide a deeper understanding of how Yasika 25 conducts social marketing communication (Tuckett, 2005).

Data in this study will be obtained through direct observation, interviews with 25 Yasika members, and document analysis related to social marketing communication activities carried out by the organization. Data analysis will be done qualitatively using a holistic approach to show the social context and individuals involved in social marketing communication activities (Creswell, 2014).

This research uses qualitative methods to provide a comprehensive picture of how Yasika 25 conducts social marketing communications and the resulting benefits for the community. In addition, this research also aims to provide deeper insight into Yasika 25's efforts to improve the quality of social life around them (Rusdiana, 2020).

## RESULT AND DISCUSSION

The results of Yasika 25 activities in the community received a positive response from the school and community, mainly because this activity follows the values of goodness. The motivation of Yasika's 25 participants is quite enthusiastic. It indicates a desire to increase the sense of humanity by helping each other. Social activities such as those by Yasika 25 can positively impact participants' social and emotional development. In addition, social activities can help improve participants' self-confidence, leadership abilities, and interpersonal skills. It shows that social activities can provide more comprehensive benefits than just helping needy people.

In addition, social activities can also strengthen the relationship between the organization and the community. According to Kotler et al. (2021), a strong relationship between the organization and the community can provide long-term benefits, such as enhancing the organization's image and expanding the customer base. Yasika 25 can strengthen the relationship between the organization and the local community by supporting needy communities.

However, to achieve more significant goals, it is necessary to have support from various parties, such as sponsors, donors, and volunteers. According to research conducted by Alves et al. (2020), support from various parties is essential in social activities. In addition, successful social activities also require effective and efficient management in their organization and implementation (Alves et al., 2020). Therefore, Yasika 25 needs to consider effective management and marketing strategies to gain support from various parties and expand the reach of its social activities.

Social marketing communication has eight tools that can be used to achieve the desired goals, namely Advertising, which can be done through mass media or online, which includes discounts, coupons, and gifts as incentives for consumers, Events and Experiences or experiences and activities aimed at building awareness and positive influence, Public Relations and Publicity which involves the media in providing information about the organization or product, Direct Marketing or direct marketing through email, text messages, or direct mail, Interactive Marketing or interactive

marketing through social media or digital platforms, and Word of Mouth Marketing or word of mouth marketing that involves recommendations and influence from consumers who have purchased products or used services, Personal Selling or sales conducted face-to-face between sellers and consumers (Kotler & Roberto, 2021).

Communication marketing, the first is an advertisement. Advertising is a paid form of non-personal presentation and promotion of ideas, goods, or services through clear sponsorship. According to "Social Marketing and Communication in Health Promotion" by Lee et al. (2013), social marketing communication research focuses on how marketing messages can be delivered effectively to the intended target market. However, Yasika 25 does not advertise as its social marketing communication, considering that Yasika 25 is a nonprofit organization. A nonprofit organization is not a business that focuses on making a profit. Yasika 25's primary goal is to bring benefit and positive impact in society or a particular field, and advertising is considered a lower priority in achieving this goal. Yasika 25 focuses more on delivering its message and social impact through direct programs and activities than paid advertising.

The second social marketing communication is sales promotion. Sales promotion is a marketing strategy commonly used by companies to increase sales of products or services in the short term (Kotler et al., 2017). In their marketing campaign, Yasika 25 also uses a sales promotion strategy as a form of incentive to encourage the purchase of their products. However, although sales promotion is a common strategy in marketing campaigns, Yasika 25 needs to conduct such social marketing communications. As a nonprofit organization, Yasika 25 does not promote sales for reasons similar to their non-participation in advertising. Sales promotion in a commercial business context often focuses on driving sales of products or services to generate financial returns. However, in the context of a nonprofit organization, the main priority tends to be different, focusing on achieving social, educational, or charitable impact rather than selling products or services.

The third social marketing communication is experience and activities such as annual social services. According to Kim et al. (2020), marketing strategies through social service activities have great potential to build a positive image and increase brand loyalty. By organizing sustainable social service activities, companies can create better relationships with the community and increase brand awareness positively. Kim et al. (2020) also emphasized the importance of social service activities as part of the company's marketing plan. Therefore, companies must consider this marketing strategy as part of their marketing plan. Another study by Lee and Kim (2018) showed that social service activities can increase brand trust and strengthen brand loyalty. In the study, it was found that consumers tend to choose brands that commit to social activities. In addition, social service activities can also help companies expand their market reach and increase sales (Sen & Bhattacharya, 2001). Marketing strategies through social service activities can also be an effective alternative to marketing products or services. According to research conducted by Yuniawan and Santosa (2020), social service activities carried out by small and medium-sized companies can increase consumer confidence in brands and help companies expand their markets. In addition, social service activities can also be a tool to build stronger business connections and networks.



Source: Yasika Data

**Figure 1.** Social Service Poster

In addition to the previously mentioned research, there is concrete evidence of Yasika 25's social activities that have increased public awareness of the organization's social programs. For example, in 2020, Yasika 25 conducted the "Peduli Anak Bangsa" program to assist underprivileged children in meeting their educational needs. This program is carried out in collaboration with several parties, such as the Modern Diakoneia Campus Foundation (KDM) and several universities in Jakarta. Through this program, Yasika 25 collected donations of Rp 1.2 billion, which were then used to assist in the form of educational packages, school equipment, and scholarships for needy children. In addition, Yasika 25 has also conducted various other social service programs such as "Bakti Kasih Ramadan," which aims to assist underprivileged communities during Ramadan, and "Bakti Kasih Natal," which assists orphans and underprivileged families around Jakarta. These programs have succeeded in increasing the positive image of Yasika 25 in the eyes of the community society and helping the company expand its market reach.




Source: Yasika Documentation

**Figure 2.** The activity of Yasika 25 Members After Social Service

The Fourth Social Communication Marketing is public relations and publicity. Various programs are designed to promote or protect the image of the company or its products, among others, through public relations and publicity activities. One form of this activity is through launching or launching a new event or product. For example, the SMPN 25 Surabaya Alumni Foundation conducted a launch as a form of public relations and publicity activities to improve the image and public trust in the foundation (Persindonesia.com, 2021). In addition, social activities are also a form of activity carried out by SMPN 25 Surabaya alums, such as the distribution of masks and takjil during the COVID-19 pandemic (Surabaya.tribunnews.com, 2020). Through these social







YAYASAN ALUMNI SEKOLAH MENENGAH PERTAMA  
DUA PULUH LIMA SURABAYA

**DATA ALUMNI SMP NEGERI 25  
SURABAYA**

hildayunitawono@gmail.com Switch account  
Not shared

\* Indicates required question

NAMA LENGKAP \*

Your answer

NAMA PANGGILAN \*

Your answer

TEMPAT LAHIR \*

Your answer

Source: Yasika's Google Form

**Figure 4.** Forms that are Distributed Online

The sixth social marketing communication is Interactive marketing. Yasika 25 implements various marketing strategies, including interactive marketing, which aims to increase awareness, image, and sales of products or services through online activities and programs that engage customers or prospects directly or indirectly. Yasika 25 uses active social media accounts such as Instagram with the username yasika25sby, Facebook with the username Yasika25sby, and Facebook with the username Yasika25sby, Spenduma, and a Facebook Fanspage page under the name Yayasan Alumni SMP 25 Surabaya. In addition, Yasika 25 also has a YouTube channel under the name YASIKA 25 to utilize its online presence to strengthen relationships with customers or prospects and increase interaction with them.



Source: Processed by Researcher

**Figure 5.** Youtube Yasika 25

The seventh social marketing communication is word-of-mouth marketing. Word-of-mouth marketing strategy has been recognized as an effective form of marketing to increase sales of products or services. According to a journal article published in the Journal of Marketing in 2010, word-of-mouth marketing can help increase consumer confidence and motivation to buy a product or service (East et al., 2010). In the context of Yasika 25, word-of-mouth marketing strategies are



carried out through meetings with alumni and social media by posting exciting and informative content about Yasika 25 activities and programs. In addition, a study by Hutter and Hoffmann (2011) shows that word-of-mouth marketing effectively increases sales of products or services, brand trust, and credibility. In the study, consumers tended to trust recommendations from friends or family more than advertisements seen on television or other media. Therefore, word-of-mouth marketing strategies can help increase consumer loyalty and retention of the brand. In this way, at Yasika 25, word-of-mouth marketing activities can help build a strong community and support the success of social programs carried out by the organization.

The eighth social marketing communication is sales. Personal selling is a form of marketing that involves face-to-face interaction between sellers and prospective buyers. In personal selling, the seller makes presentations, answers questions, and procures orders from prospective buyers." (Jogiyanto, 2017). One form of personal selling carried out by Yasika 25 is through activity posters, for example, Yasika Care. Through these activity posters, Yasika 25 invites the public to participate in social activities organized by the foundation. In this activity, Yasika 25 interacts directly with the community and presents the purpose and benefits of the social activities organized. Through personal selling carried out by Yasika 25, it is expected to increase community participation and support for social activities organized by the foundation.

## CONCLUSION

The following conclusions can be drawn from the social service activities carried out by Yasika 25: Yasika 25 implements various marketing strategies, including sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling.

1. Yasika 25 uses social media and online platforms such as Facebook, Instagram, and YouTube to expand its reach and introduce itself to the general public.
2. Social service and fundraising activities are held by Yasika 25 to reinforce their positive image and strengthen connections with alums and the general public.
3. Yasika 25 is actively involved in social and environmental activities to help enhance its image as a caring and responsible organization.
4. Yasika 25 attracts the attention of potential members and donors by providing information about their activities and programs through various media channels, such as websites, social media, and posters.

By implementing various marketing strategies, Yasika 25 strengthened its positive image and attracted interest from the wider community and alums, thus assisting them in achieving their organizational goals.

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